

From: RYAN Dermot (CAB-HOGAN)
Sent: Thursday 23 June 2016 8:00
To: CAB HOGAN ARCHIVES
Subject: FW: Beer Serves Europe event

[REDACTED]

Can you please register this request and attribute to me.

Thanks

Dermot

From: [REDACTED]
Sent: Wednesday, June 22, 2016 5:31 PM
To: RYAN Dermot (CAB-HOGAN)
Subject: Beer Serves Europe event

Hi Dermot,

It was nice seeing you the other day. Hope you enjoy the match tonight.

I have a quick request from the Brewers of Europe concerning Commissioner Hogan's availability to address an event. It's on the 30th of November at 18.00. It's the Brewers of Europe - Beer Serves Europe event in Brussels. A formal letter from the BoE will follow but I just wanted to give you a heads up.

Details of the event below:

- On 30 November will take place Beer Serves Europe VI, The Brewers of Europe's big annual event where we emphasise the place for beer and the brewing sector in the European economy and debate the current key priorities for the sector.
- Each year we have keynote addresses followed by a panel debate and a reception – with around 200 guests from the brewing sector including CEOs, the beer value chain, high level Brussels personalities and media. Keynote speakers in the past have included President Barroso, President Van Rompuy, Commissioner Thyssen (when MEP), Commissioner Hübner, [REDACTED].
- This year we would like to take a closer look at the start of the beer value chain – agriculture – with beer's main ingredients of malted cereals and hops coming from farmers
- Agriculture has again moved up the agenda of The Brewers of Europe with the possibility for the brewing sector to apply for funding under under EU Regulation 1144/2014 on information provision and promotion measures concerning agricultural products

If you have any questions give me a shout.

Kind regards,

[REDACTED]

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